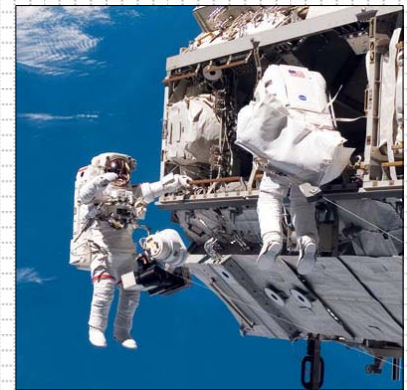
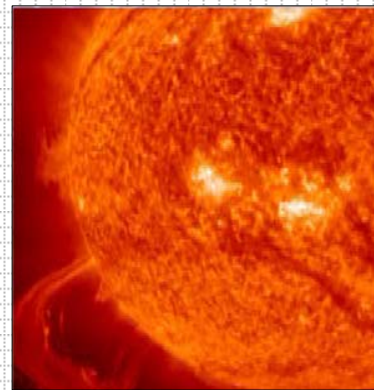
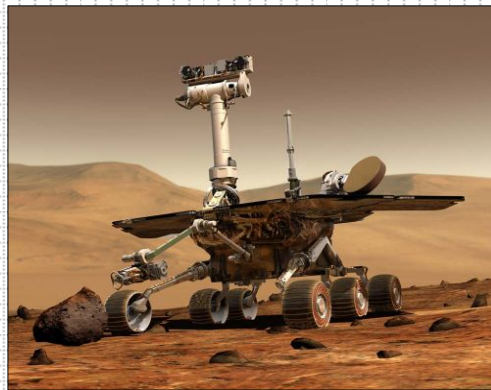


# Strategic Communications Framework Implementation Plan



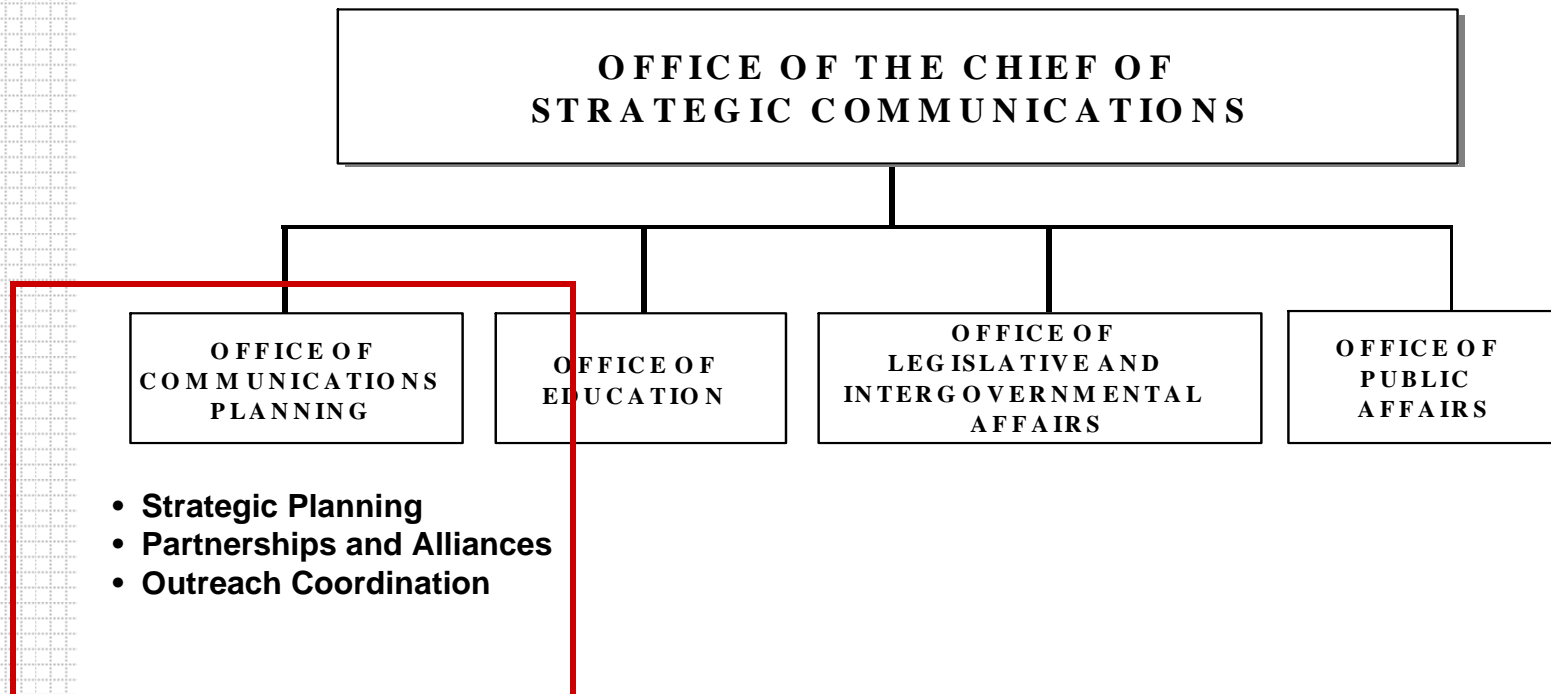
**Robert Hopkins**  
**Chief of Strategic Communications**  
**Office of Strategic Communications**  
**June 26, 2007**



## Office of Communications Planning

Office of Communications Planning

### OFFICE OF STRATEGIC COMMUNICATIONS

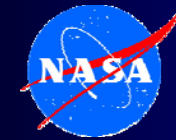




## Purpose

**The purpose of this Implementation Plan is to put forward specific messages and initiatives based on the Strategic Communications Framework and recent round of market research and analysis.**

**It reflects the input received throughout the development and briefing process.**

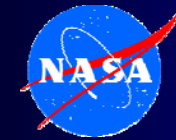


## Communications Goals

### Overall Agency Communications Goals

1. Build greater public support for NASA's mission and activities. Authority for effort based in:
  - Space Act of 1958
  - 2005 NASA Authorization Act
2. Make Agency communications more participatory
  - Increase users of MyNASA, Inside NASA, and [communications.nasa.gov](http://communications.nasa.gov).
3. Change communications behavior within the Agency
  - Reach out to new audiences
  - Demonstrate relevancy and benefits to key audiences

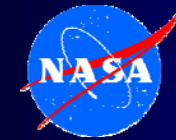




### **Messages and outreach activities are informed by relevant policy guidance:**

- Vision for Space Exploration
- National Space Policy
- National Aeronautics Research and Development Policy

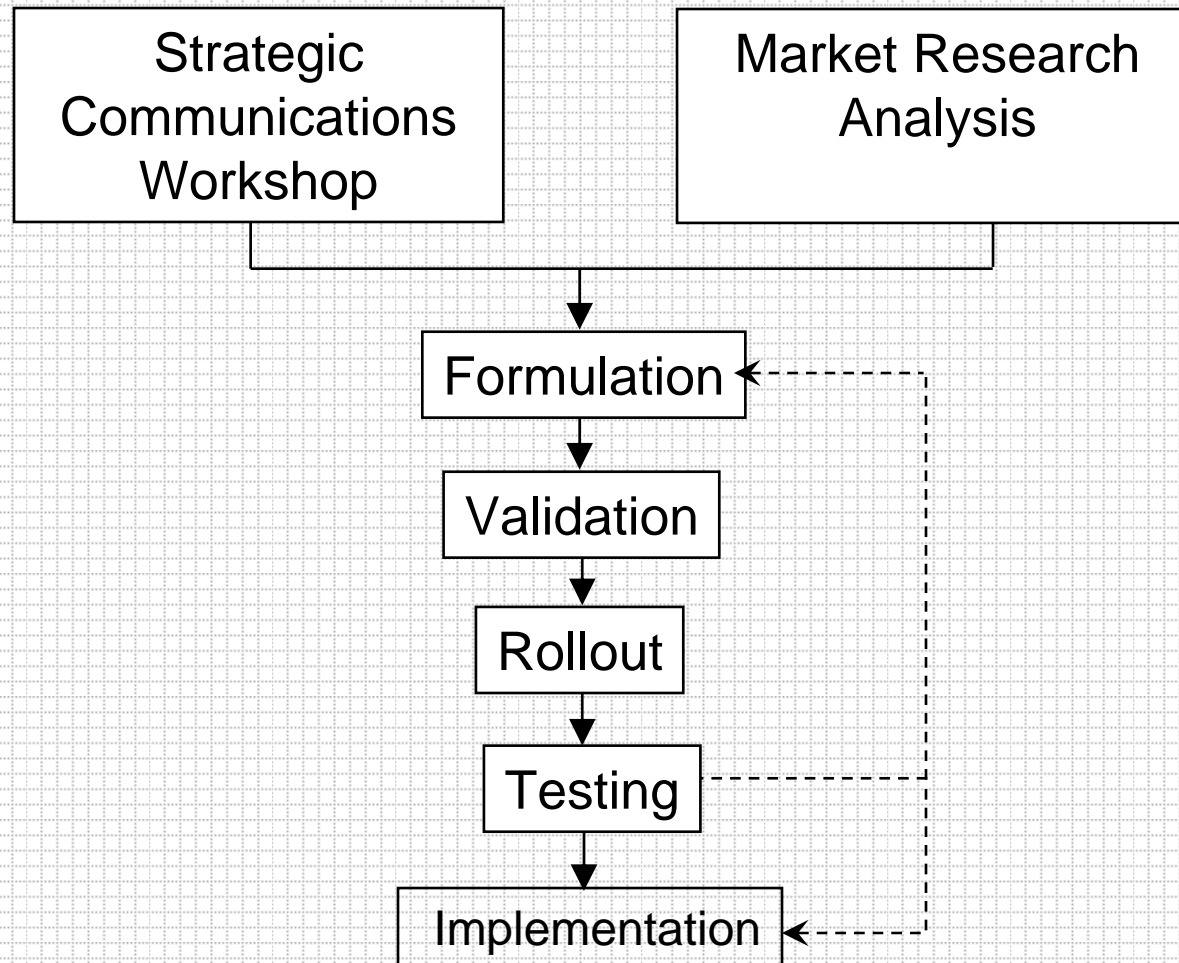
# Strategic Communications Framework Implementation Plan

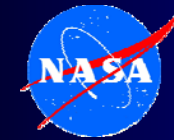


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## Overview

### Process





## Market Research Analysis


### NASA Brand Balance Sheet

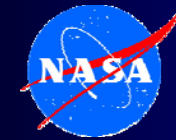
#### Strengths

- ① Near Universal Awareness
- ② Enormous Public Appreciation
- ③ High Support
- ④ Wide Appeal

#### Challenges

- ① Little Specific Knowledge
- ② Lack of Relevance
- ③ Low Excitement
- ④ Disconnect from Activities
- ⑤ Lack of Current Context

 Key challenges on which NASA should focus communications resources and measure on a regular basis.



## Recommendations

NASA communications should:

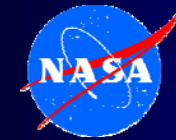
- Demonstrate NASA's **role** using message components:
  - Science
  - Economic
  - Security
  - Leadership
- Illustrate NASA's **relevance** by highlighting:
  - The importance of space to America's economy
  - The benefits to people that exist because of technology developed by NASA
- **Engage** and inspire audiences about the future benefits of NASA and its leadership in space exploration, aeronautics research, science, and education





## Key Findings: Audiences

- NASA “base” support, 45-64 year olds, “The Apollo Generation”
- Men support exploration more than women
- 18- 24 year olds – Little or no frame of reference
- 25- 44 – Frame of reference is tragedy
- 65+ – Interest drops off



## Key Findings: Messaging

- Messages that focus on a NASA vision and plan test better than messages focused on destinations or specific missions
- Frame NASA funding in terms of value and percentage of federal budget, not vs. other federal programs or general public spending
- Talk about human flight and robotic activities as complements, not substitutes, for each other – both are popular with public



# Recent Market Research Results

## February 2007



## Introduction

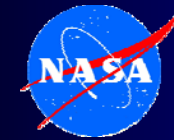
### Project Background

To strengthen, refine, and measure the success of the NASA Strategic Communications Framework as it is implemented, NASA commissioned new market research that included six focus groups and a national survey.

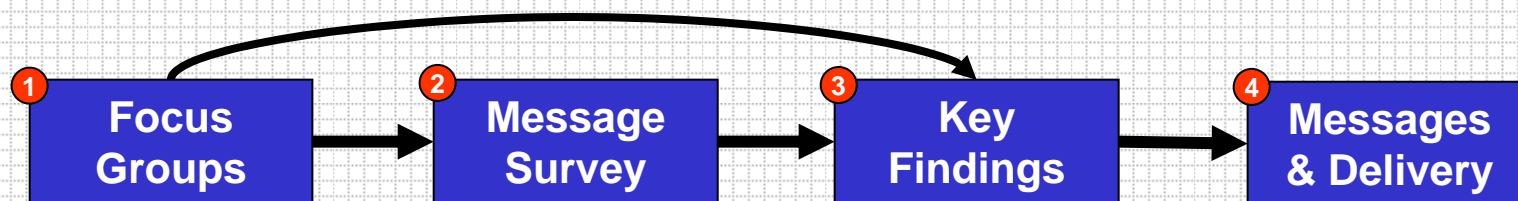
### Key Objectives

- Set benchmarks in areas of knowledge, relevance, and excitement
- Testing of keywords and messages
  - Development of messages around Space Exploration including Moon/Mars missions
- Effects of specific benefits in terms of illustrating relevance
- Gain insight into demographic differences





## Research Methodology Overview



### Focus Group Details

Six public groups  
Two mixed adults (26+)  
Two generational  
Two gender-specific

90 minutes each with 9-10 participants

3 nights, 3 cities – San Diego, Kansas City, Philadelphia

Overseen and moderated by Dr. Stephen Everett of The Everett Group, in consultation with ViaNovo



### Survey Details

1001 interviews with U.S. Adults (18+)

In the field: February 18-26

Conducted by telephone using list-assisted Random Digit Dial (RDD) methodology

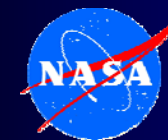
Margin of error is +/- 3.2%

Conducted by Dr. Mary Lynne Dittmar of Dittmar & Associates, in consultation with ViaNovo



# Strategic Communications Framework Implementation Plan

## Public Mostly Identifies NASA with Space Activities



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Q. In your own words, please describe what you think NASA does? (Open-Ended Question)

27%

Space  
Exploration

- “In charge of Space Exploration”
- “Explore the heavens”
- “They go to Space and figure out what’s in the universe”

17%

Space,  
Space Program

- “All I hear about NASA is the Space Program...”
- “I think NASA deals with Space.”

17%

Research or  
Experiments

- “They do Space research”
- “They do a lot of research”
- **Most were space-related**

14%

Space Vehicles,  
Satellites

- They launch spacecrafts
- Responsible for all satellites

13%

Science/Technology/  
Products

- “New technology and learning in space”
- **Many were space-related**

6%

Spend too much \$\$

- “They spend money and lots of it”

4%

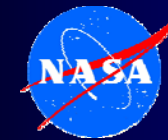
Aerospace/ Aeronautics

- “Aerospace department”

NOTE: Answers categorized by independent judges and could fall into multiple categories; 2% was “Other”

Rev 06-26-07

# Strategic Communications Framework Implementation Plan

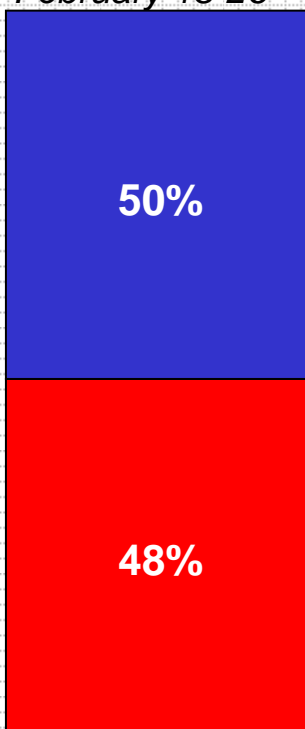


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## Only Half the Public Has Recently Seen, Read, or Heard Anything About NASA

Q. Have you seen, read, or heard anything recently about NASA?

February 18-26



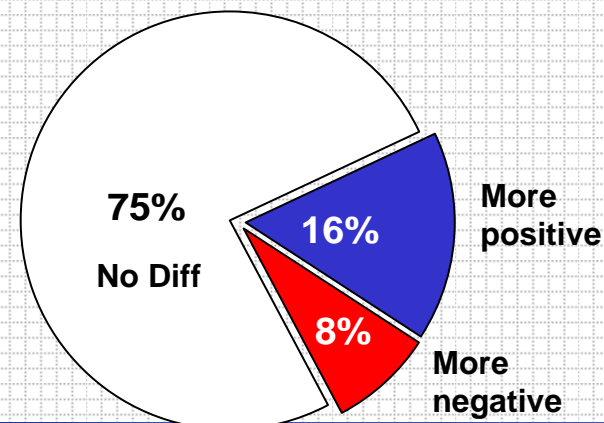
Yes

No

In your own words, please describe what you have read, heard or seen about NASA<sup>1</sup>?

50% Astronaut Scandal<sup>2</sup>  
22% General Mission Info<sup>3</sup>  
8% Moon/Mars/Planetary Exploration  
7% "Problems"<sup>4</sup>  
6% Miscellaneous  
4% Hubble/Satellites

Has what you've just described given you a more positive or more negative impression of NASA, or has it made no difference?



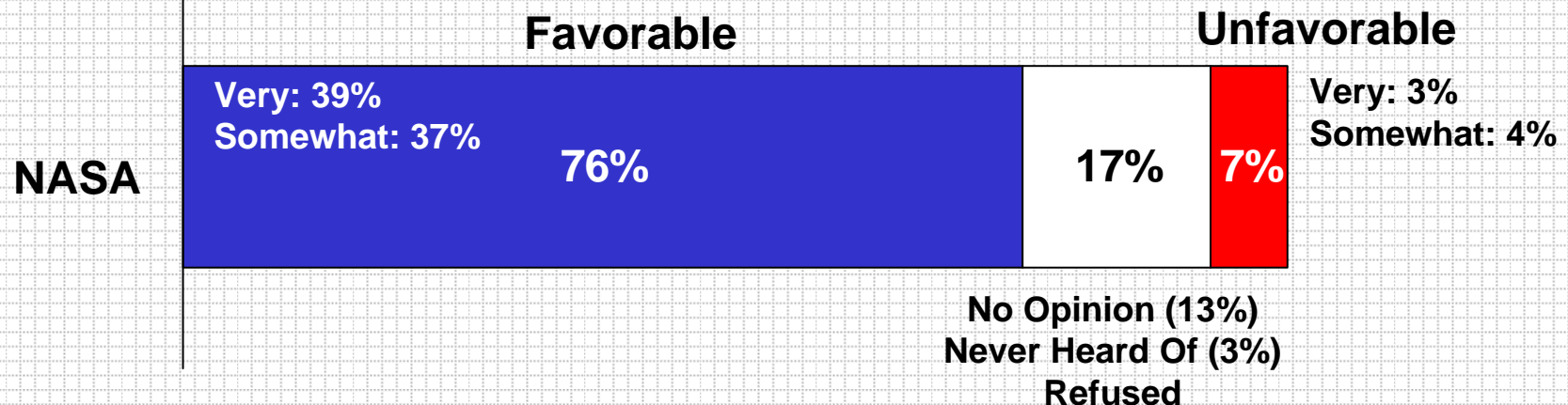
- 1 Answers categorized by independent judges
- 2 Astronaut Lisa Nowak was arrested on February 5
- 3 Such as launches, missions, and landings
- 4 Such as repairs, launch delays, failures, and Columbia





## NASA's Public Image Remains Strong

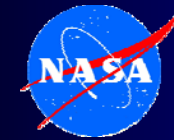
Q. I would like to read you some names of several organizations in the news. For each one, please tell me whether you have a favorable or unfavorable impression of that organization. If you've never heard of it, please just say so. Here is the first one.....



**How does this compare to other public organizations?**



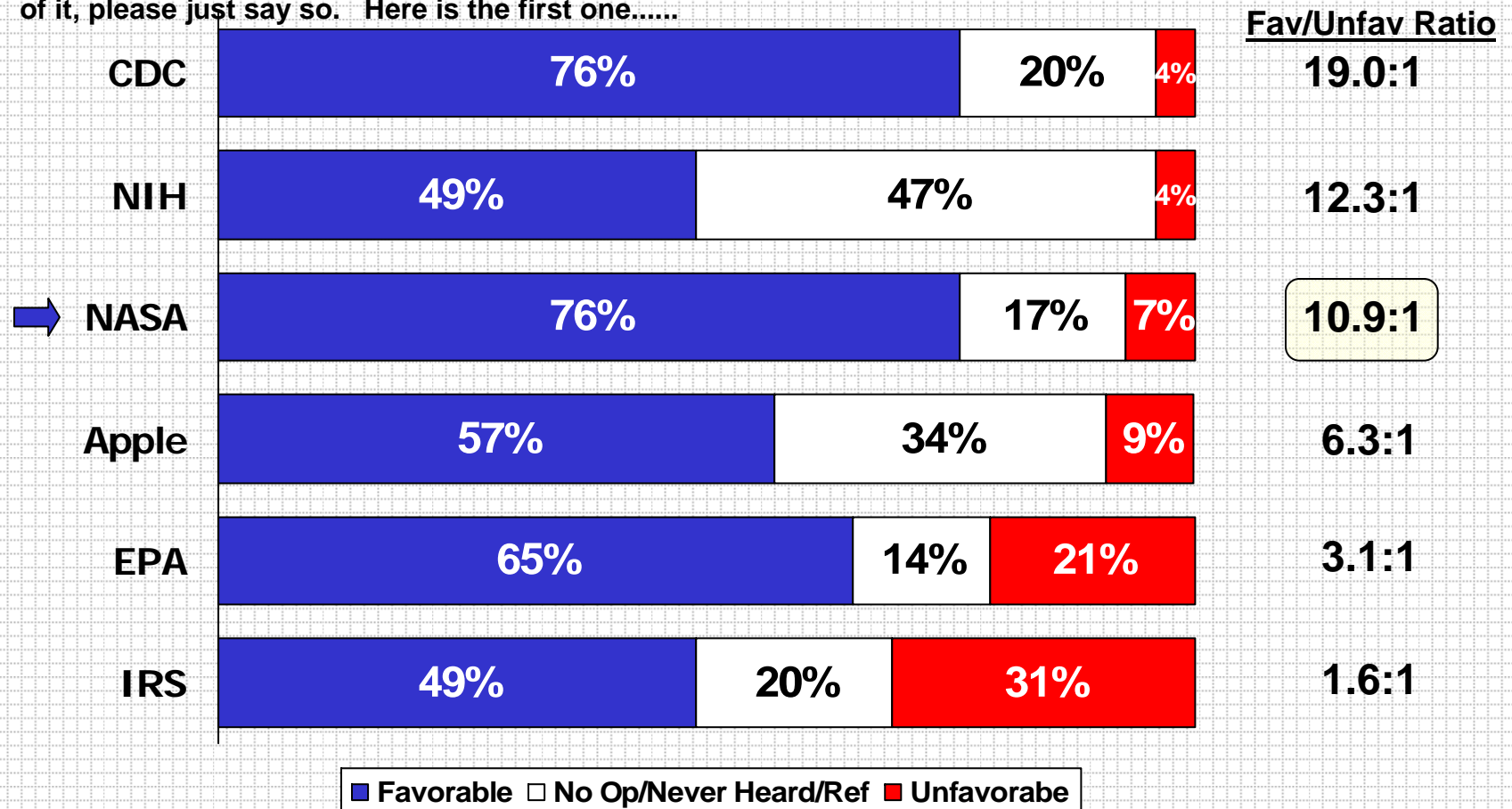
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## NASA Image High Relative to Peers

Q. I would like to read you some names of several organizations in the news. For each one, please tell me whether you have a favorable or unfavorable impression of that organization. If you've never heard of it, please just say so. Here is the first one.....



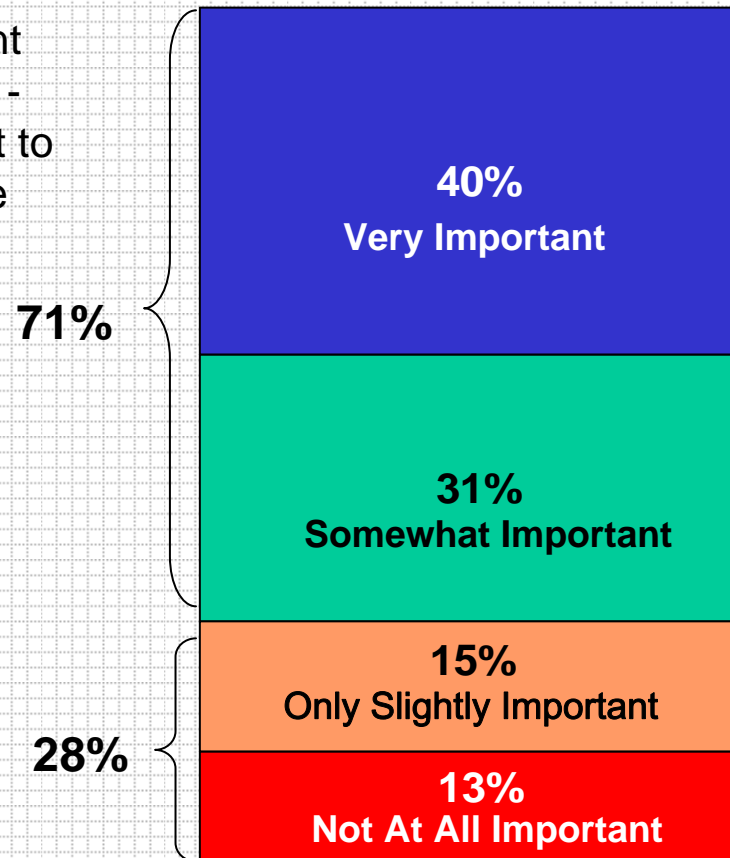
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## Large Majority Believes NASA Continuing to Explore Space is Important ...

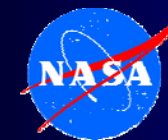
Q. Now I want you to think a moment about one of NASA's main activities - exploring space. How important is it to you that NASA continues with space exploration?



Importance

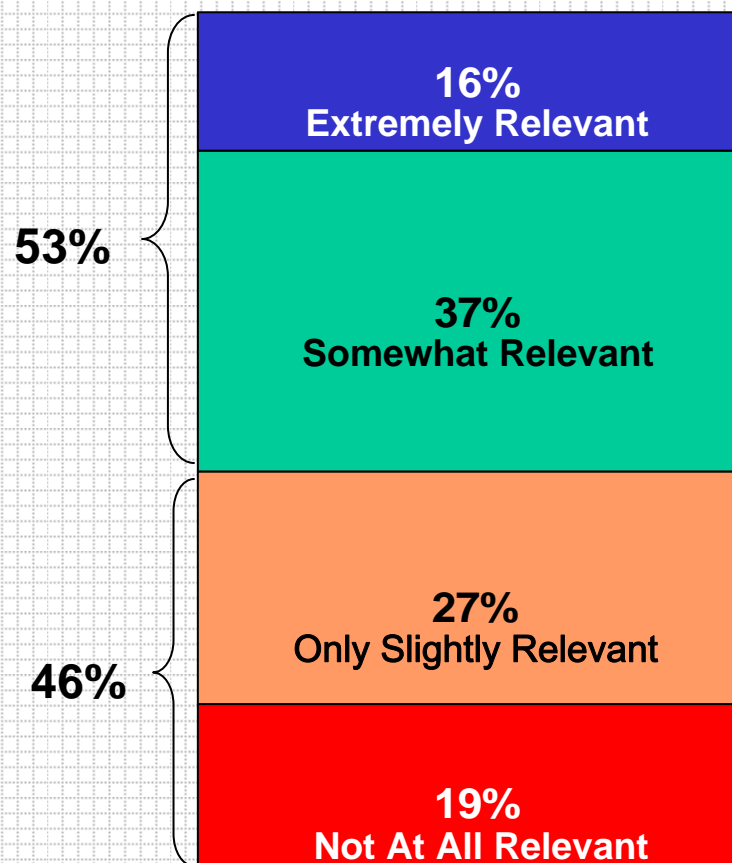
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## ...But Fewer Believe NASA is Relevant to Their Lives



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Q. Now thinking about NASA and how it relates to everyday life - how relevant would you say NASA and its activities are to you, your family, and your friends? Is NASA:



Relevance

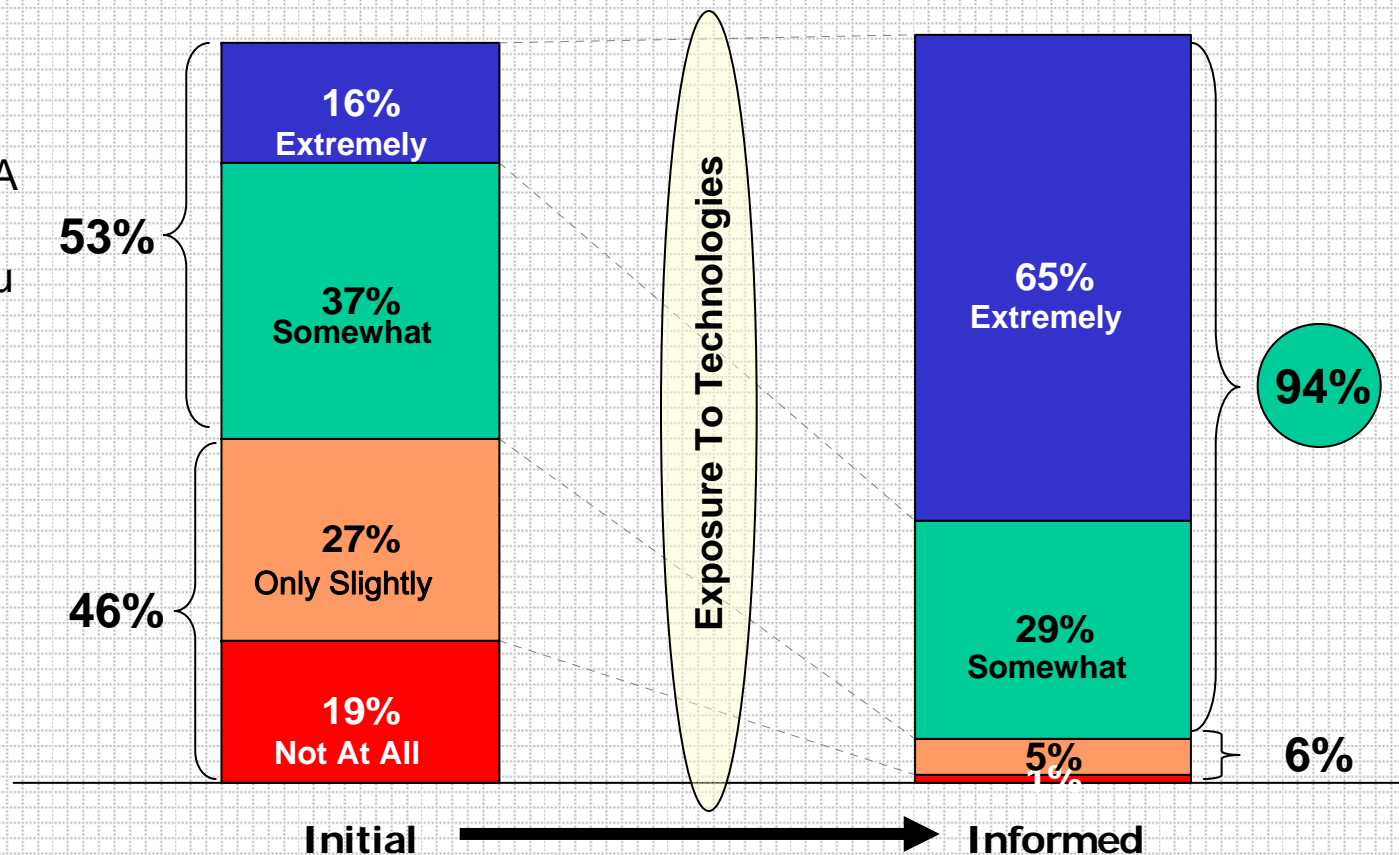
# Strategic Communications Framework Implementation Plan



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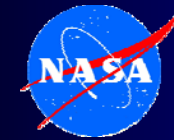
## Exposure to NASA-Related Technologies Has Tremendous Impact on Relevance

Q. Now, having heard more about these technologies that NASA has helped develop, how relevant would you say NASA is to you, your family, and your friends? Is NASA:





# Strategic Communications Framework Implementation Plan



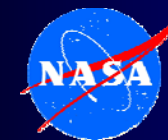
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## NASA-Related Technologies Seen As Highly Relevant to Americans' Lives (I)

Q. Now I'm going to tell you about some technologies that NASA has helped to develop. As I describe each technology, please tell me whether you think it is extremely relevant, somewhat relevant, only slightly relevant, or not at all relevant to you, your family and your friends. Here is the first one...

Technology	Extremely	Somewhat
● <b>Smoke Detectors</b> , which are used to detect fires in their earliest stages in homes, businesses, airplanes - just about everywhere.	↓ 85%	11%
● <b>Advanced Breast Cancer Imaging</b> , which provides better and earlier tumor detection, with less pain and scarring than surgical techniques.	80%	15%
<b>Heart Defibrillators</b> , which restore proper heart rhythm in patients who suffer from potentially life-threatening irregular heartbeat.	78%	16%
<b>Weather Satellites</b> , which provide scientists with information leading to better understanding of the Earth's climate and weather patterns.	67%	26%
● Regression analysis showed these to be highly correlated with a positive change in attitude about relevance		

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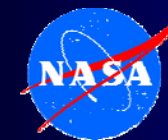
## NASA-Related Technologies Seen As Highly Relevant to Americans' Lives (II)

Q. Now I'm going to tell you about some technologies that NASA has helped to develop. As I describe each technology, please tell me whether you think it is extremely relevant, somewhat relevant, only slightly relevant, or not at all relevant to you, your family and your friends. Here is the first one...

Technology	Extremely	Somewhat
<b>Remote-Controlled Robots</b> used by military in Iraq and Afghanistan to clear caves and bunkers, search buildings, and handle bombs from a safe distance away.	↓ 62%	24%
<b>GPS, or Global Positioning System</b> , which uses satellites to improve travel safety and efficiency for cars, ships, and planes.	58%	29%
<b>Cordless Tools</b> , which are battery powered, portable tools used by surgeons, contractors, plant workers, and people in their homes.	56%	34%
<b>Satellite Radio and DirecTV</b> , which deliver hundreds of crystal clear radio and television channels that have good reception regardless of location.	39%	40%

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## Technologies Increase Perception of Economic Contribution



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Q. And I would also like to ask you one more time...when thinking about NASA and all of its activities, on a scale of 0 to 10, with 0 being none at all, and 10 being extremely large, how much of a contribution do you think NASA makes to the U.S. economy

### INITIAL

1

Rating	
0-None at all	10%
1	1%
2	4%
3	8%
4	8%
5	20%
6	8%
7	13%
8	16%
9	5%
10-Extremely large	7%

23%

36%

41%

### INFORMED

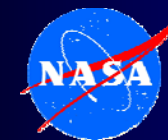
2

Rating	
0-None at all	3%
1	0%
2	2%
3	2%
4	2%
5	8%
6	8%
7	13%
8	23%
9	14%
10-Extremely large	25%

7%

18%

75%



## Key Metrics By Gender

**The Importance of NASA  
Continuing Space Exploration**

### Very Important/Somewhat

	<u>Pre</u>	<u>Post</u>
Men	74%	80%
Women	67%	81%

**Relevance of NASA and Its  
Activities to Daily Life**

### Extremely/Somewhat

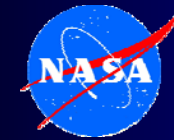
	<u>Pre</u>	<u>Post</u>
Men	57%	92%
Women	49%	95%

**Perception of NASA's  
Contribution to the U.S. Economy**

### Very Strong (9-10)

	<u>Pre</u>	<u>Post</u>
Men	11%	28%
Women	12%	48%





## Key Metrics By Age

### The Importance of NASA Continuing Space Exploration

#### Very Important/Somewhat

	<u>Pre</u>	<u>Post</u>
18-34	74%	87%
35-64	71%	80%
65+	66%	73%

### Relevance of NASA and Its Activities to Daily Life

#### Extremely/Somewhat

	<u>Pre</u>	<u>Post</u>
18-34	50%	96%
35-64	57%	94%
65+	53%	93%

### Perception of NASA's Contribution to the U.S. Economy

#### Very Strong (9-10)

	<u>Pre</u>	<u>Post</u>
18-34	10%	38%
35-64	14%	39%
65+	12%	33%

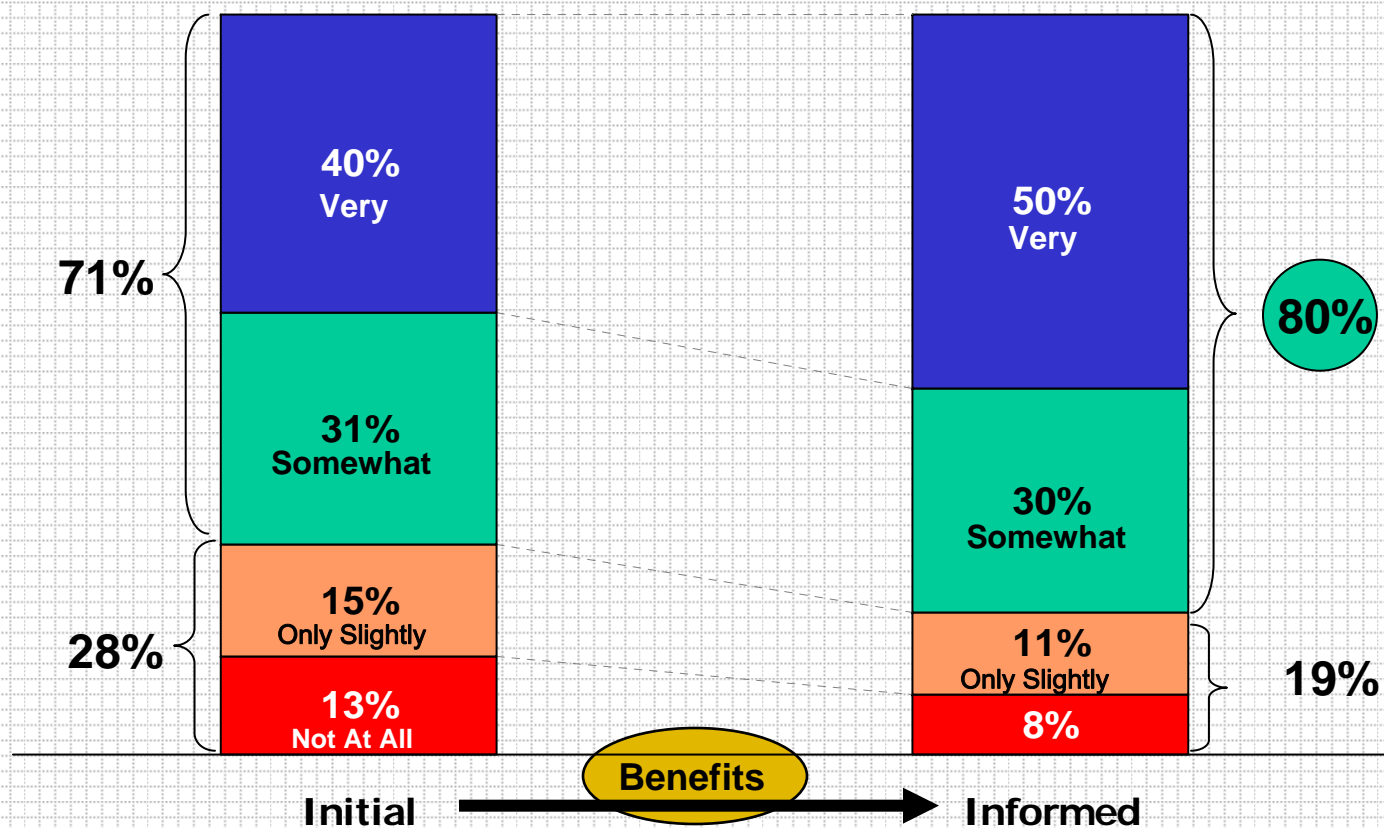
# Strategic Communications Framework Implementation Plan



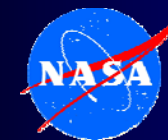
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## Importance of Exploration Solidified

Q. Now, as you think a moment about one of NASA's main activities - exploring space - how important is it to you that NASA continues with space exploration?



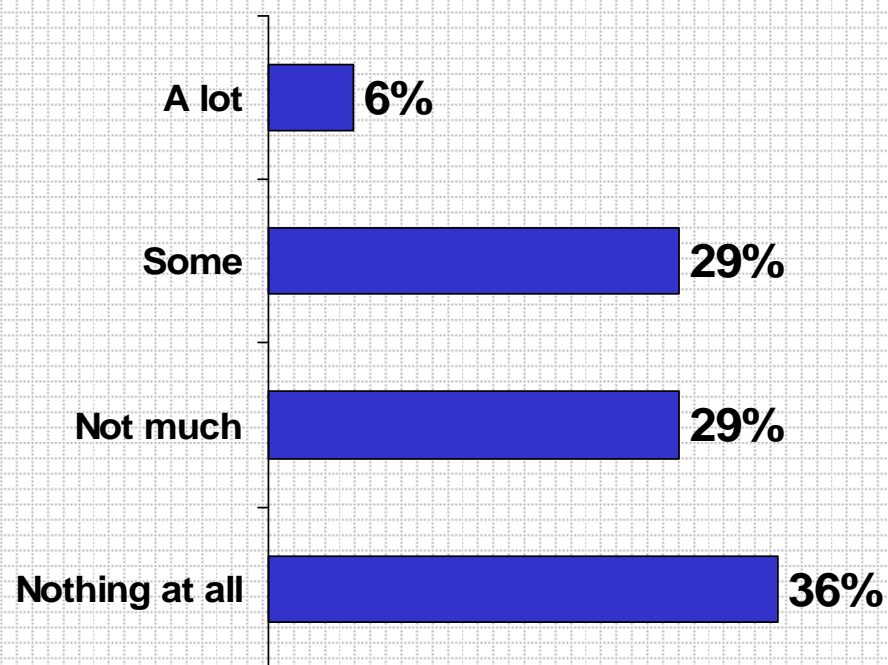
# Strategic Communications Framework Implementation Plan



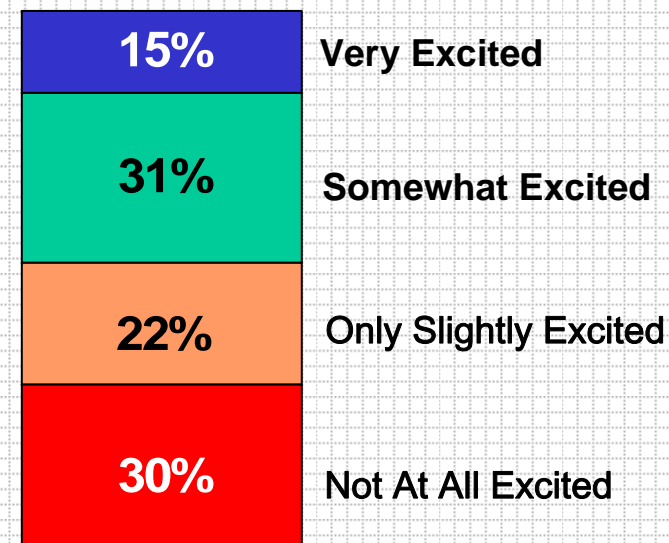
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## Moon Mission Awareness and Excitement

Q. NASA has announced a plan to send humans to the Moon by the year 2020. How much have you heard about this plan to go to the Moon - a lot, some, not much, or nothing at all?



Q. As you think about it now, how would you say you feel about NASA's plan to send humans to the Moon? Would you say you are...



Excitement

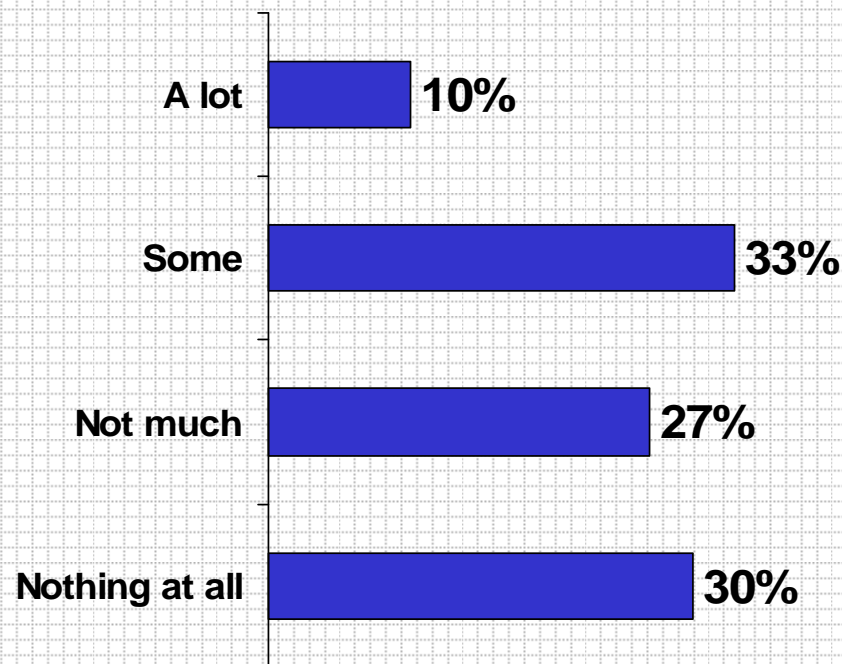
# Strategic Communications Framework Implementation Plan

## Eventual Mars Mission Awareness and Excitement

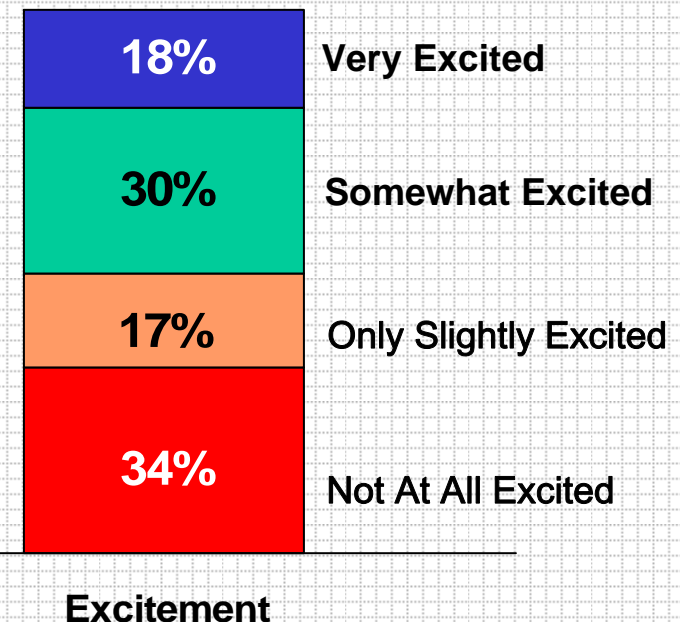


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Q. NASA has also announced a plan to eventually send humans to Mars. How much have you heard about this plan to go to Mars - a lot, some, not much, or nothing at all?

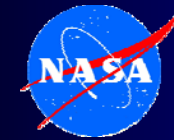


Q. As you think about it now, how would you say you feel about NASA's plans to eventually send humans to Mars? Would you say you are...





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## Reasons to Explore Space (I)

Now I am going to read you a list of reasons that some people give for why NASA should send humans to the Moon and Mars and continue space exploration in general. After I read each one, please tell me whether you find the reason very strong, somewhat strong, neither strong nor weak, somewhat weak, or very weak.

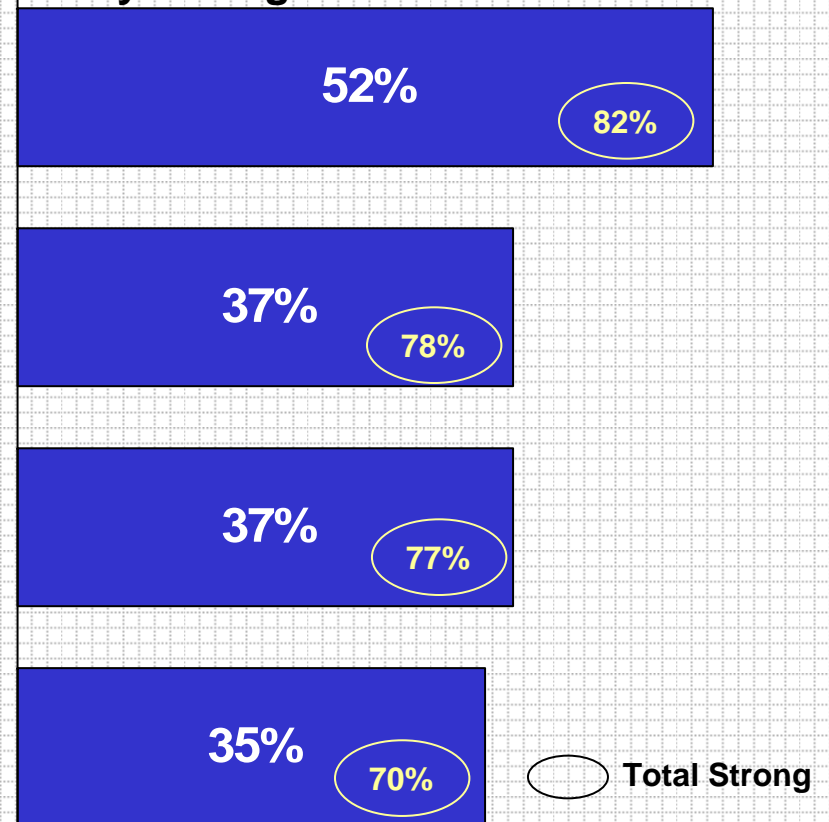
Space exploration has led to more than 1300 technologies such as GPS, heart defibrillators, smoke detectors and satellite radio. As we continue to explore, we will develop even more technologies to benefit life on Earth.

Space exploration engages and inspires the public, and encourages students to pursue studies in challenging, high-tech fields.

We should go to the Moon to establish an observatory to study weather and climate change on Earth, monitor how the Sun affects the Earth, and detect objects that could collide with Earth.

Going to the Moon will enable us to develop new energy technologies that may help meet our needs on Earth.

### "Very Strong" Reason %



# Strategic Communications Framework Implementation Plan



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## Reasons to Explore Space (II)

Now I am going to read you a list of reasons that some people give for why NASA should send humans to the Moon and Mars and continue space exploration in general. After I read each one, please tell me whether you find the reason very strong, somewhat strong, neither strong nor weak, somewhat weak, or very weak.

Space exploration will stimulate the economy and make America more competitive by creating new jobs, new markets, and new technologies.

### "Very Strong" Reason %

33%

72%

Space exploration satisfies our curiosity, advances our knowledge, and answers our fundamental questions about the history of the Earth, the solar system and the universe.

30%

70%

Going to the Moon and Mars will be a stunning achievement and enduring legacy to future generations of our desire to explore, learn and progress.

30%

65%

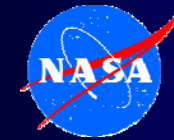
Exploring space will allow us to learn how to survive in other places in our solar system and beyond.

29%

57%

○ Total Strong

Rev 06-05-07



## Reasons to Explore Space (III)

Now I am going to read you a list of reasons that some people give for why NASA should send humans to the Moon and Mars and continue space exploration in general. After I read each one, please tell me whether you find the reason very strong, somewhat strong, neither strong nor weak, somewhat weak, or very weak.

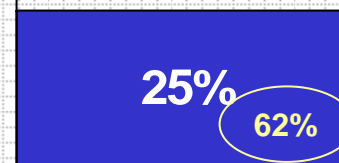
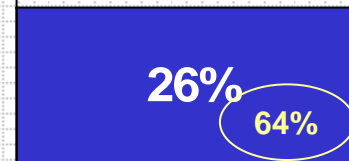
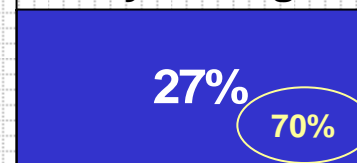
Going to the Moon provides a place to test new technologies and techniques and develop resources for future missions to Mars and beyond.

Space exploration provides a challenging, shared and peaceful activity that unites nations in pursuit of common goals.

Throughout history, the great nations have explored. The exploration of space enables the United States to lead the way toward expanding the boundaries of the last human frontier.

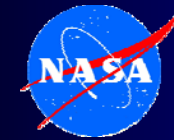
Only 25% of the Moon's surface was explored by humans during the entire Apollo program. By returning, we can further explore the Moon to advance our knowledge and improve our lives here on Earth.

### "Very Strong" Reason %



○ Total Strong





## Focus Groups Point to Resonance of NASA Technologies

### Credible Information

1

Preexisting belief that NASA plays major role in “technology”

2

Preexisting belief that NASA work has led to major everyday contributions

### New Information

3

Little, if any, specific knowledge of how NASA contributes or what it has done

---

**“I always thought they were an icon – they help me feel patriotic but now I see they’re useful. They provide more of a service I never would’ve thought of.”**

Young Adults Group Participant

**“I knew about the technology but I didn’t know NASA did it....They gotta put their name on things.”**

Mixed Adults Group Participant





## Focus Groups Revealed Underlying Attitudes

- 1 Participants were not necessarily for or against going to the Moon and Mars but wanted reasons. Many simply wanted to know, “Why do these missions?”**

“If you have a reason to do it (going to the Moon) I don’t have a problem with it. I just don’t see it as ‘Geez, let’s just go and do this again and spend all this money’ when it could be going towards something else.”

- General Adults Participant

- 2 Leadership, legacy, and public inspiration reasons were seen as less persuasive, especially for the Moon, which generated “been-there, done-that” responses when placed in that context.**

(As for leaving a legacy through Moon mission) “We’ve already left it.”

- Male Adults Participant

- 3 Most agreed that a partnership with other countries would be most beneficial, but many doubt whether that can be achieved realistically.**

“It makes it more of a human race thing instead of just an American thing.”

-Young Adults Participant

## Summary

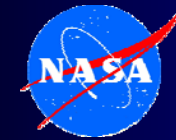


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- 1 NASA's overall public image remains high and a large number of Americans believe continuing space exploration is important**
- 2 However, fewer Americans rate NASA as relevant to their daily lives and perceptions of NASA's economic contribution vary**
- 3 Telling people about specific NASA-related technologies has a tremendous impact on both relevance and economic measures**
- 4 Among messages tested, there were no "weak" reasons for continuing space exploration, though some reasons were stronger than others**
- 5 When talking about NASA programs and activities, framing NASA communications in terms of relevance and benefits is most effective**



# Message Architecture



## Vision for Space Exploration

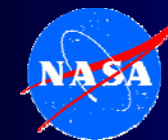
*“The fundamental goal of this vision is to advance U.S. scientific, security, and economic interests through a robust space exploration program.”*

*Vision for Space Exploration*

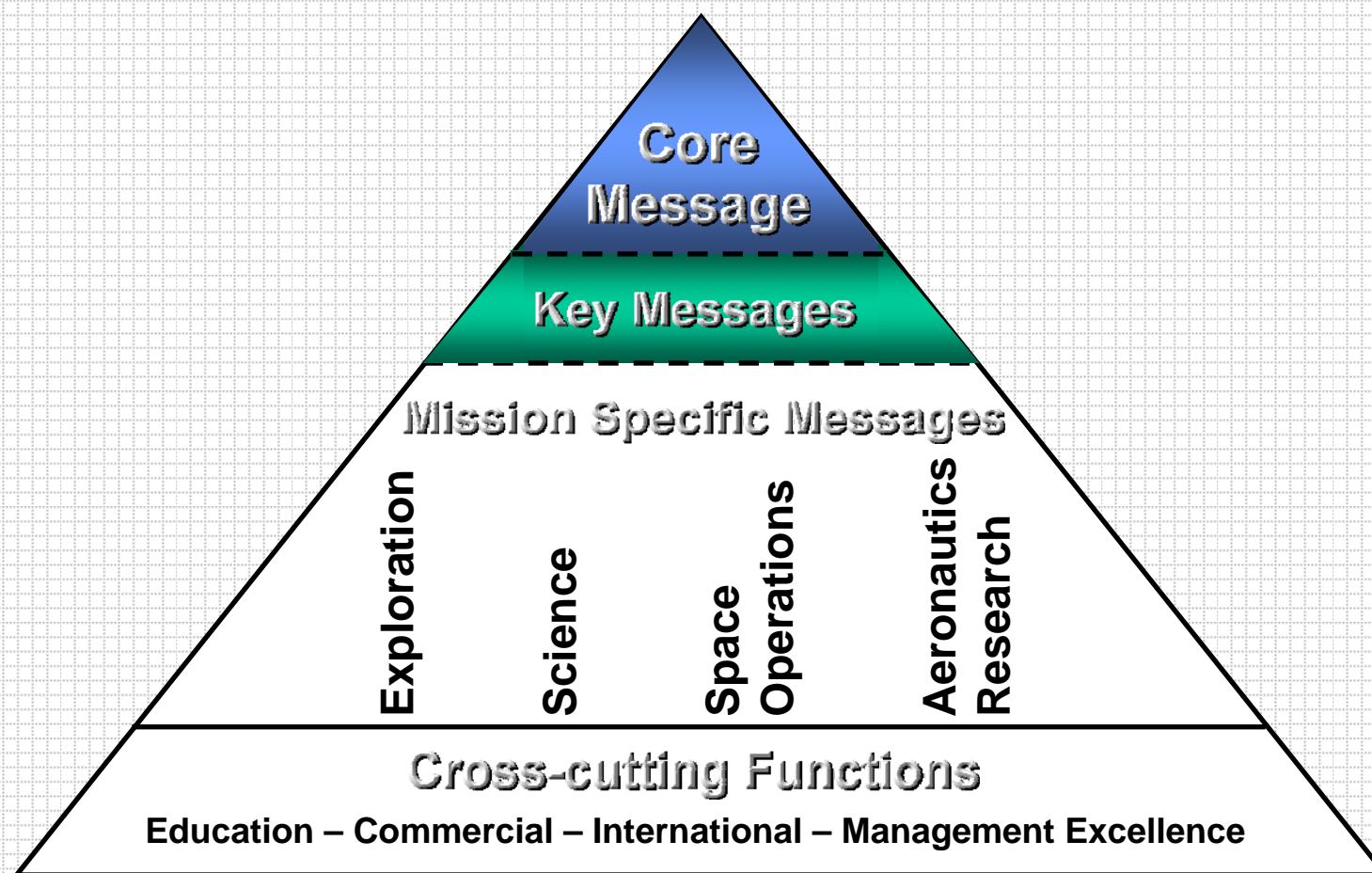
### **Vision for Space Exploration message components:**

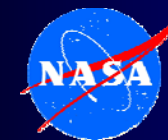
- Science
- Economic
- Security
- Leadership



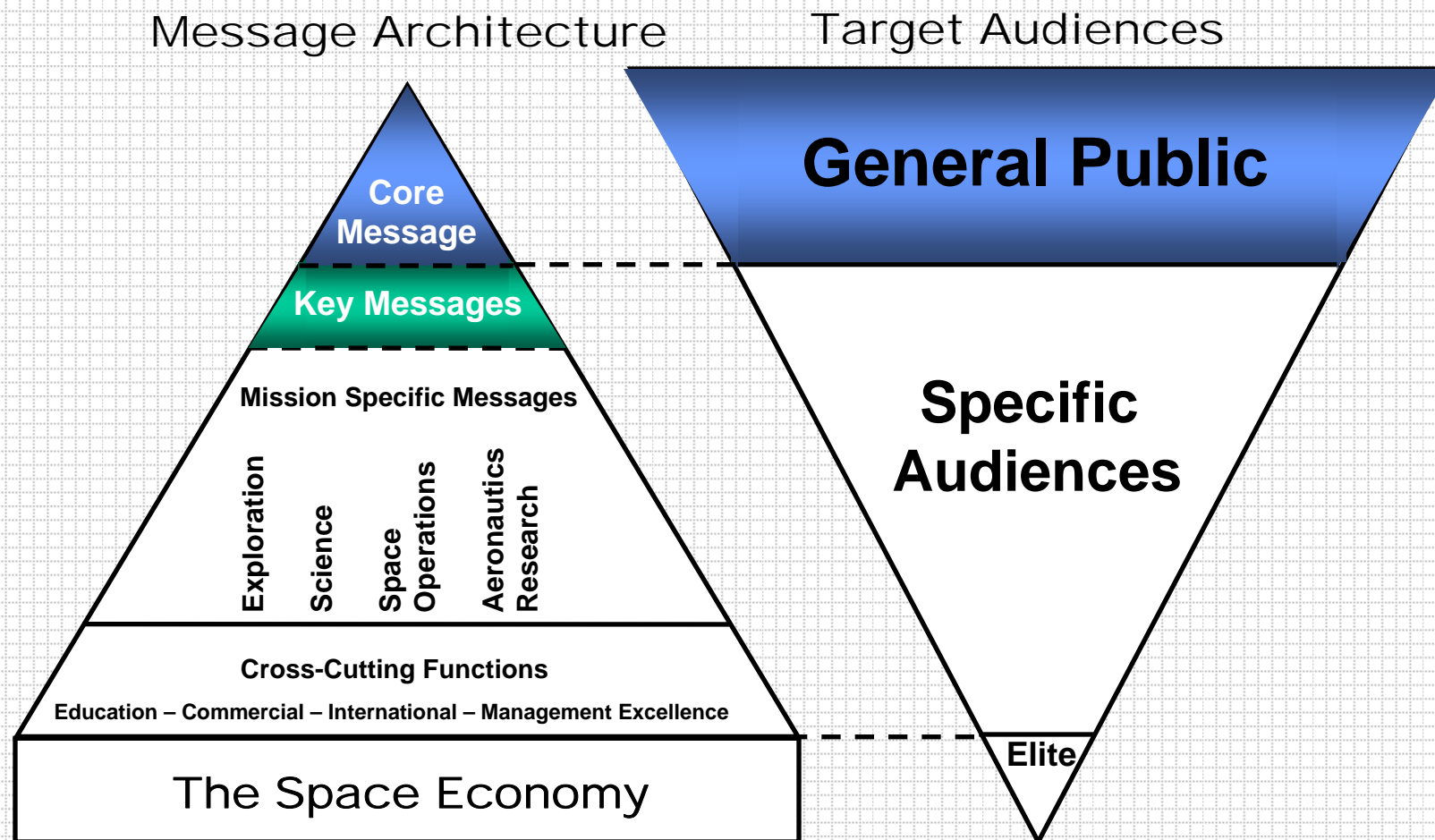


## Message Architecture

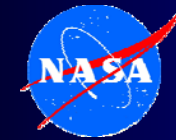




## Relationships



## Core Message



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After market research testing and considerable discussion with internal stakeholders, the Core Message is...

***NASA explores for answers  
that power our future.***

Rev 06-05-07

# Strategic Communications Framework Implementation Plan

## Organizing Construct for NASA Communications



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What NASA does

Why it matters

**NASA explores for answers** that **power our future**

In Space

Saves lives

In Science

Improves lives

In Aeronautics

Inspires students

Stimulates economy

Protects planet

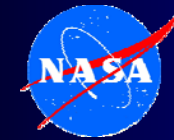
Research suggests NASA should focus messaging on benefits from NASA's missions

Rev 06-19-07



# Strategic Communications Framework Implementation Plan

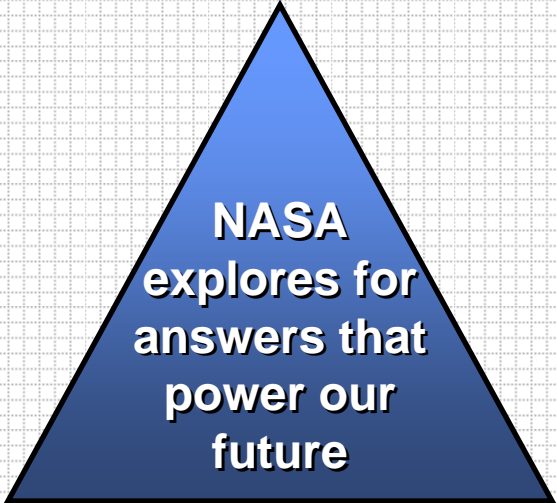
## NASA Message Construct



Office of Communications Planning

### Inspiration

NASA powers inspiration that encourages future generations to explore, learn, and build a better future.



NASA  
explores for  
answers that  
power our  
future

### Innovation

NASA powers innovation that creates new jobs, new markets, and new technologies.

### Discovery

NASA powers discovery that enables us to learn more about ourselves, our world, and how to manage and protect it.

**Inspiration + Innovation + Discovery = Future**

# Strategic Communications Framework Implementation Plan



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## NASA Message Construct

### **CORE MESSAGE: NASA explores for answers that power our future.**

**Inspiration** – *NASA powers inspiration that encourages future generations to explore, learn and build a better future.*

- Space exploration engages and inspires the public, and encourages students to pursue studies in challenging, high-tech fields.
- Space exploration contributes to our Nation's economic competitiveness by helping to build and maintain a skilled high-tech workforce
- Going to the Moon and Mars will be a stunning achievement and enduring legacy to future generations of our desire to explore, learn and progress

**Innovation** – *NASA powers innovation that creates new jobs, new markets and new technologies.*

- Space exploration has contributed to over a thousand new technologies that improve and save lives everyday – advanced breast cancer imaging systems, heart pumps, biohazard detectors, LASIK eye surgery, and water filtration systems are just a few that benefited from NASA's work
- Space exploration will enable us to develop new technologies such as hydrogen fuel cells that may help meet our energy needs on Earth
- NASA research enables safer, more environmentally friendly, and more efficient air travel. For example, NASA's research in lightweight composite materials, quieter and cleaner aircraft engine technologies, and advanced air traffic management tools have all contributed to the Nation's air transportation system

**Discovery** – *NASA powers discovery that enables us to learn more about ourselves, our world and how to manage and protect it.*

- Space exploration will enable us to better understand and protect Earth, through the study of weather and climate change, monitor the effects of the Sun and detect objects that could collide with Earth.
- Space exploration satisfies our curiosity, advances our knowledge, and answers fundamental questions about the history of the Earth, the solar system and the universe.
- Going to the Moon provides a place to test new technologies and techniques and develop resources for future missions to Mars and beyond.

**Inspiration + Innovation + Discovery = Future**



## Elevator Speech

NASA explores for answers that power our future.

- **NASA exploration powers inspiration** that engages the public and encourages students to pursue studies in challenging high-tech fields
- **NASA exploration powers innovation** that creates new jobs, new markets, and new technologies that improve and save lives everyday in every community. Quieter and cleaner aircraft, advanced breast cancer screening, heart pumps, biohazard detectors, and LASIK eye surgery all benefited from NASA's work
- **NASA exploration powers discovery** that enables us to better understand our solar system and protect Earth through the study of weather and climate change, monitor the effects of the Sun and detect objects that could collide with Earth

**Inspiration + Innovation + Discovery = Future**



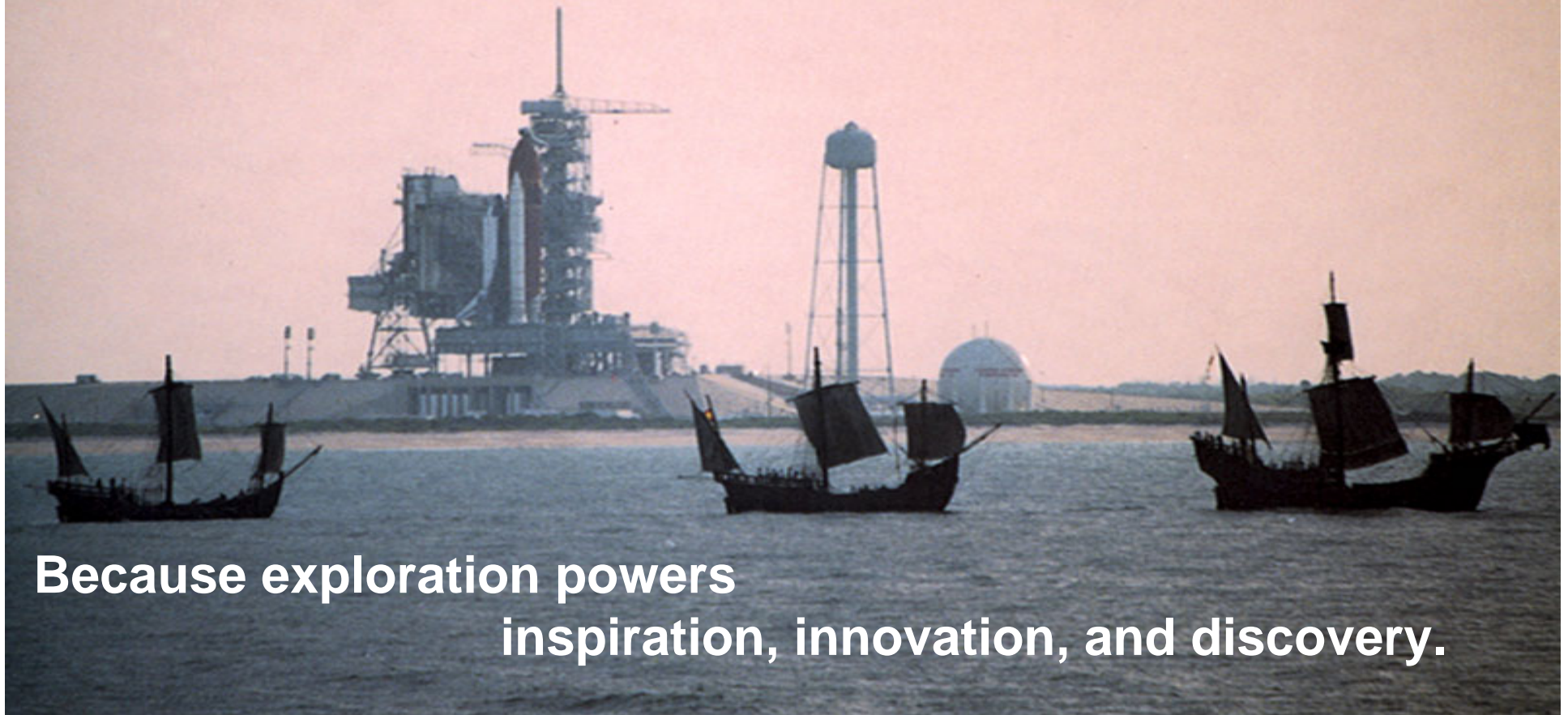
# Strategic Communications Framework Implementation Plan

## Exploration Messages



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### ***Why Explore?...***



**Because exploration powers  
inspiration, innovation, and discovery.**

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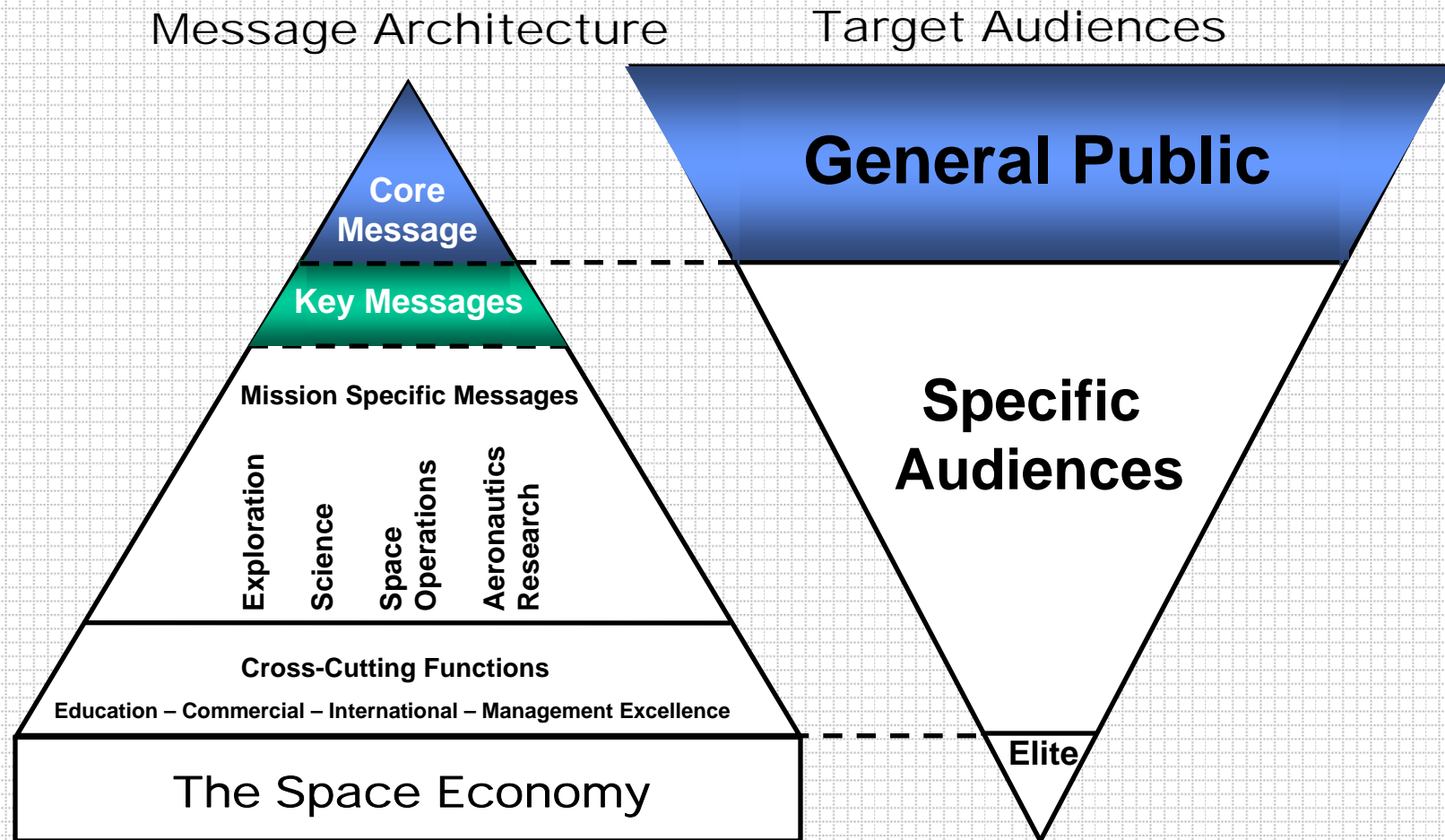
# New Message Platform

# Strategic Communications Framework Implementation Plan



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## Relationships



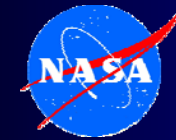
Rev 06-19-07



### The Space Economy - A new competitive context

- New competitive landscape is Global Economy
- Innovation and competitiveness are the keys to economic growth and improved quality of life
- NASA uniquely positioned to be a primary driver of innovation and competitiveness

**The Space Economy provides a platform for expressing NASA's role and relevance in this new competitive landscape to key target audiences.**



### What is The Space Economy?

**The Space Economy** – *The full range of activities and the use of resources that create and provide value and benefits to human beings in the course of exploring, understanding and utilizing space.*

**Examples:**

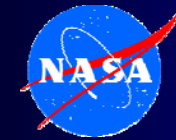
Infrastructure – Space operations, suppliers, contractors

Applications – GPS, weather, climate, defense, imagery

Transactions – Finance, medicine, communications

Commerce – Tourism, services, logistical support

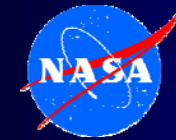




## The Space Economy

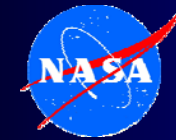
### **Establish NASA thought leadership around The Space Economy theme:**

- **Develop economic models for space leadership.**
- **Develop economic indicators and impact analysis to bring specificity to The Space Economy theme.**
- **These can lead to a de facto rebranding of NASA in terms of relevance and benefits for our target audiences.**



# Outreach Strategies

## Outreach Strategies



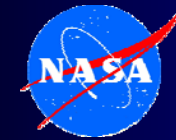
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### 50<sup>th</sup> Anniversary of NASA

- On Oct. 1, 1958, the National Aeronautics and Space Administration was created
- Use 50th Anniversary as communications platform
  - Utilize Core Message for all materials
  - Unique backdrop for dialogue with stakeholders and public
  - 50th Theme: NASA@50: Exploring for answers, powering our future
    - Graphic element: Inspiration + Innovation + Discovery= Future
  - While celebrating past, want 50th to focus on the future of NASA, its contributions to society, and the importance of our people
- Kick-off event in October 2007, activities run whole year
- Culminate with planned AIAA 50th Gala in October 2008
- 50th Anniversary Working Group under CCC to manage and coordinate activities established

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## Outreach Strategies



Office of Communications Planning

### Highlights of NASA 50<sup>th</sup> Activities Underway

- Kick off event - possibly with Disney at Epcot first week October 2007
- Culmination Gala in DC on October 1, 2008
- Redesign and release of new NASA website
- PSAs
- Various publications including photo book, magazine.
- Art and Culture Initiative
- NASA Lecture Series and Future Forums
- US Festival planning May 2008
- Smithsonian Folklife Festival July 2008
- Weekly radio series celebrating anniversary
- Media partnerships
- Commemorative Coin, medallion, stamp tentative discussions
- Many others, education activities, history, ....

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## Outreach Strategies



Office of Communications Planning

### NASA Future Forums

- Work with corporate partners to sponsor a series of Future Forums around the country
- Future Forums would be day long conferences to discuss the role of innovation (technology, R&D) in promoting and sustaining economic development
- Messaging coordinated with the 50<sup>th</sup> Anniversary celebration
- Participants would include members of the local entrepreneurial, technology and academic communities as well as elected officials
- Target large metropolitan areas that have a significant R&D and technology base (e.g., Boston, Denver, Phoenix, Dallas, Salt Lake, Chicago, Atlanta, Columbus, St. Louis, Albany, Seattle)
- Promote the event locally, highlighting NASA's role as an innovation leader
- Conduct school visits, media interviews, editorial boards and meetings with local elected officials

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## Outreach Strategies



Office of Communications Planning

### NASA Lecture Series

- Work with corporate partners to sponsor a lecture series at the National Press Club
- Coordinate announcement and messaging with 50<sup>th</sup> Anniversary
- Recruit prestigious speakers on topics not traditionally associated with NASA - international cooperation, economic competitiveness, environmental management, education

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## Outreach Strategies

**The Office of Legislative and Intergovernmental Affairs (OLIA) “Three State Plan” leverages Space Shuttle launches to engage state and local leaders. Three events using the Three State Approach are in the planning process now:**

**STS-118** (NET August 9, 2007)

Arizona, California, & Idaho

**STS-120** (NET October 20, 2007)

Arkansas, Missouri, & New Jersey

**STS-122** (NET December 6, 2007)

Pennsylvania, New Mexico, & North Carolina





## Outreach Strategies



Office of Communications Planning

### Public Service Announcements

- PSA campaign that focuses on relating the relevance and benefits of NASA to people in their everyday lives
- Web-based series of PSA's that utilizes the NASA portal and other Web venues to push out each segment
- Promotional campaign will highlight the new PSA's with targeted media
- Leverage 50th Anniversary messaging and events

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## Outreach Strategies

### Strategic Alliances

#### Current Agreements

- Google
- Yahoo!
- Honeywell
- Office Max
- World Book
- Berazy
- Internet Archive
- Disney
- Discovery

#### Potential Opportunities

- Medical
- Media
- Safety
- Education
- Environment
- Military

## Outreach Strategies



Office of Communications Planning

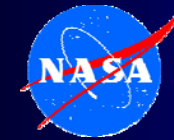
### New Media: NASA Web 2.0 Redesign

- Dynamic content
  - Customization (user-generated or server-defined)
  - Most-popular searches
  - Most-popular pages
- Social bookmarks (del.icio.us, Digg, etc.)
- NASATube, NASApedia external release
  - Internal release in July; NASA users populate
  - Governance process and staffing identified required
  - Downloads from NASATube have to be monitored for affect on bandwidth usage
- Allowing public to comment or tag NASA content, accepting user-created content
- “Users who liked this also liked . . .”
- Mashups of content outside [www.nasa.gov](http://www.nasa.gov)
- All very limited, tightly controlled pilots

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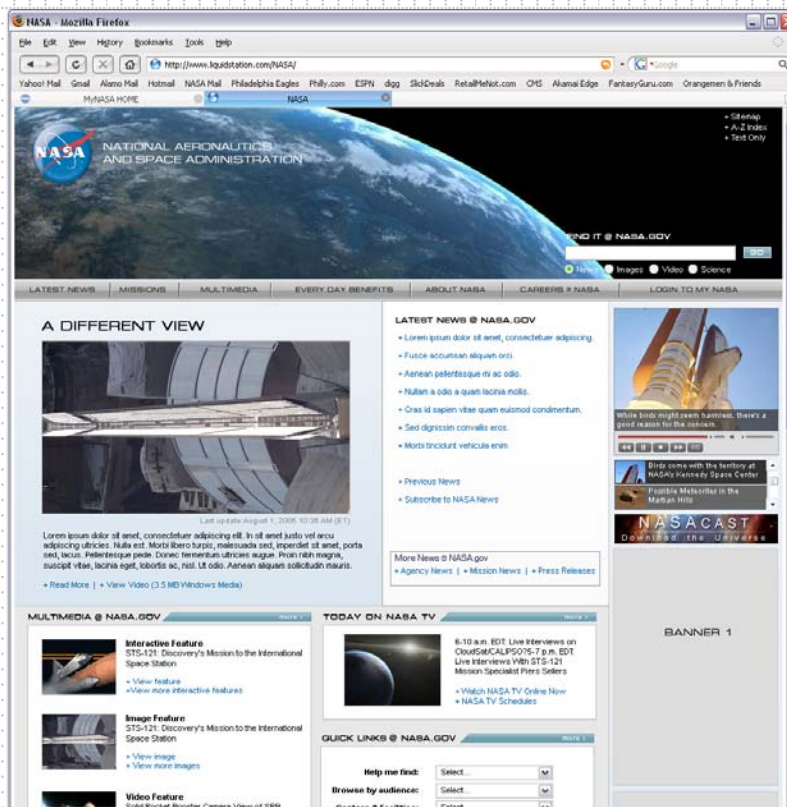
# Strategic Communications Framework Implementation Plan

## Outreach Strategies



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### New Media: Phased upgrade for new MyNASA page



- New capabilities in customization and personalization.
- User options
  - Expanded news options
  - Tag and share articles
  - Calendar of events
  - Videos, images
- Push options
  - HTML emails
  - Text emails
- Interactivity
  - Online chats
  - Customized image galleries
  - User forums
- Improve search options

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# Strategic Communications Framework Implementation Plan

## Outreach Strategies



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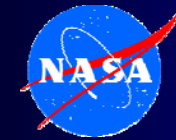
### New Media: NASA & You

- Build online benefits catalog on nasa.gov
- Provide live link listing of benefits, e.g., linked images and stories of how NASA has contributed to improving our lives
- Invite audience to tell stories of how NASA impacts their lives
- Monthly NASA & You feature sent out to MyNASA registered users

The screenshot displays the NASA Office of Communications Planning website. The header includes the NASA logo, the text 'OFFICE OF COMMUNICATIONS PLANNING', and links for 'Technical Issues & Questions' and 'Submit Comment'. A search bar is also present. The main navigation menu lists 'FRAMEWORK', 'MASTER EVENTS', 'CMR SYSTEM', 'SPEAKERS BUREAU', and 'EXHIBIT OUTREACH'. The left sidebar features a 'Presentation Assets Library' with links to 'Home', 'OCP ORGANIZATION', 'OCP CHARTER', 'OCP STAFF', and 'STRATCOMM WORKSHOP'. The main content area features an article titled 'The Chill Pill' with a large image of a space shuttle launch. The article text discusses heat exhaustion and its dangers, particularly for athletes and astronauts. Below the article, there is a section for 'Related Images, Animations, and Video' with a row of five small images. Further down is a section for 'Additional Information and References' with links to 'NASA 2006 Spinoff', 'NASA's New Technologies', 'Pill Monitoring System Broadens Heat, Cold Stress Research', and 'Recognize Elevated Core Body Temperature'. At the bottom, there is a section for 'Sample Powerpoint Chart with Speaker Notes' featuring the 'FIRSTGov' logo and a list of links including 'Freedom of Information Act', 'The President's Management Agenda', 'FY 2005 Agency Performance and Accountability Report', 'NASA Privacy Statement, Disclaimer, and Accessibility Certification', and 'Freedom to Manage'. The NASA logo is also present in the bottom right corner of this section.

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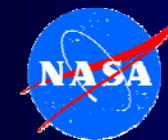
### Outreach Tools

**OCP is developing the following tools that will be housed on the Communications Toolkit at the [communications.nasa.gov](http://communications.nasa.gov) internal web site:**

- Outreach Checklist
- Op-ed Template
- Speakers Bureau Template
- Strategic Communications Framework Handbook

# Strategic Communications Framework Implementation Plan

## Outreach Strategies



Office of Communications Planning

**OFFICE OF COMMUNICATIONS PLANNING**

+ Technical Issues & Questions  
+ Submit Comment

FIND IT @ NASA :

+ OCP ORGANIZATION   + OCP CHARTER   + OCP STAFF   + FRAMEWORK

+ Home

**Communications Toolkit**

- + MASTER EVENTS CALENDAR
- + COMMUNICATIONS COORDINATING COMMITTEE (CCC)
- + COMMUNICATIONS MATERIAL REVIEW (CMR) SYSTEM
- + STRATEGIC ALLIANCE TOOLS
- + SPEAKERS BUREAU
- + EXHIBIT OUTREACH

Welcome to the new Office of Communications Planning Home Page

This portal serves to assist Agency efforts to communicate NASA activities to the public and key audiences. Soon it will contain Agency messages and presentation templates, including stories on how NASA benefits the economy and people's lives.

The site is in its pilot phase, so we welcome your feedback. Please send comments to erika.vick-1@nasa.gov

**+ NASA OVERVIEW**

- Welcome to NASA!
- What's Hot at NASA!
- NASA & You!
- Breaking News
- Why We Explore
- Top NASA Stories for 2006
- Agency Messages (New!)
- Major Speeches
- FY08 Budget Rollout, Presentation, and Congressional Budget Justification
- Ask the Administrator
- Media Communications Policy (New!)

**+ COMMERCIALIZATION OF SPACE**

- Commercialization and NASA
- What's Hot in Commercialization!
- NASA Commercialization Plan (2006)
- Top 20 New NASA Spinoffs
- Space Technology Hall of Fame
- Innovative Partnerships Program
- Centennial Challenges
- COTS

**+ INTERNATIONAL COLLABORATION**

- International Collaboration and NASA
- What's Hot in International Collaboration!
- The Importance of Collaboration

**+ EXPLORATION SYSTEMS**

- Welcome to NASA Exploration Systems!
- Exploration Systems Org Chart (Pending)
- Constellation Workforce Map
- What's Hot in Exploration Systems!
- Exploration Strategy and Architecture
- Lunar Exploration Objectives (2006)
- Exploration Systems Multimedia
- Constellation Program Multimedia
- Space Animation

**+ SCIENCE**

- Welcome to NASA Science!
- What's Hot in NASA Science!
- Welcome to NASA Earth Science!
- What's Hot in Earth Science!
- Earth Observatory
- Global Change Master Directory
- Welcome to NASA Space Science!
- What's Hot in Space Science!
- Planetary Photojournal
- Hubble Servicing Mission

**+ SPEAKERS**

- Speaker Tips and Checklist
- Elements of a Compelling Story
- Presentation Assets Library (PAL)
- NASA Image of the Day Gallery
- NASA Presentation Tool

**+ SPACE OPERATIONS**

- Welcome to NASA Space Operations!
- What's Hot in Space Operations!
- NASA Human Spaceflight
- Human Spaceflight Gallery
- Human Spaceflight Transition Plan
- ISS Safety Task Force Final Report
- ISS Research
- ISS Assembly Overview

**+ AERONAUTICS RESEARCH**

- Welcome to NASA Aeronautics Research!
- What's Hot in Aeronautics Research!
- Technical Excellence in Aeronautics Research
- Aeronautics Multimedia
- This Year in Aeronautics
- Celebrating a Century in Flight

**+ NASA CENTERS**

- NASA Headquarters
- Ames Research Center (ARC)
- ARC Fact Sheets
- Dryden Flight Research Center (DFRC)
- DFRC Fact Sheets
- Glenn Research Center (GRC)
- GRC Fact Sheets
- Goddard Space Flight Center (GSFC)
- Jet Propulsion Laboratory (JPL)
- JPL Fact Sheets

## Communications Toolkit

<http://communications.nasa.gov>

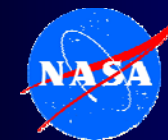
Empowers communicators across the Agency by providing:

- Approved Agency Messages and Communications Strategies
- NASA & You
- Mission Directorate Overviews
- Hot Topics
- Multimedia
- Key Documents
- Links to Key Information

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# Strategic Communications Framework Implementation Plan

## Outreach Strategies



Office of Communications Planning

## Communications Toolkit (cont.)

<http://communications.nasa.gov>

Empowers communicators across the  
Agency by providing:

- NASA Center Overviews and Fact Sheets
- Techniques for Reaching Target Audiences
- NASA Contributions Targeted to Societal Interest Areas
- Presentation Assets Library
- Governing Documents
- Reference Library

Top 20 New NASA Spinoffs  
Space Technology Hall of Fame  
Innovative Partnerships Program  
Centennial Challenges  
COTS

**+ INTERNATIONAL COLLABORATION**  
International Collaboration and NASA  
What's Hot in International Collaboration  
The Importance of Collaboration

**+ EDUCATION**  
Welcome to NASA Education!  
What's Hot in Education!  
National ISS Education Lab Concept  
Strategic Plan in Education

**+ MANAGEMENT EXCELLENCE**  
Management Excellence and NASA  
What's Hot in Management Excellence!  
NASA and The President's Management Agenda  
OMB Performance Assessment  
Integrated Enterprise Management  
NODIS Library  
ASK (Spring 2007)

Welcome to NASA Space Science!  
What's Hot in Space Science!  
Planetary Photjournal  
Hubble Servicing Mission

**+ SPEAKERS**  
Speaker Tips and Checklist  
Elements of a Compelling Story  
Presentation Assets Library (PAL)  
NASA Image of the Day Gallery  
NASA Presentation Tool  
FAQs

**+ REACHING TARGET AUDIENCES**  
MyNASA  
Policymakers  
Congressional Hearings  
State Summaries - Please Select -  
Young Adults  
NASA Edge  
NASA Podcasting  
Kids  
NASA Kids Club  
NASA Brain Bites  
Women  
NASA Women in Science  
Images of NASA Women  
Hobbyists/Enthusiasts  
ISS Sightings  
Space Weather  
Educators  
Student Opportunities with NASA Podcasts  
Industry  
SBIR/STTR  
NASA Procurements US Map  
NASA TechFinder  
Advanced Concepts  
The Space Report 2006  
Minorities  
Hispanic Astronauts  
Minority University Research Program  
NASA En Espanol  
NASA TV  
Portal Affinity Kit

**+ SOCIETAL INTEREST AREAS**  
Societal Impact of Spaceflight (2006)  
Environment - Air and Water Quality  
Safety  
Food (Agriculture, Aquaculture)  
Communications  
Manufacturing  
Transportation (Land, Air, Water, Space)  
Energy  
Medical/Health  
Security  
Military  
Consumer Goods/Services  
Mining  
Financial/Economics

**+ NASA CENTERS**  
NASA Headquarters  
Ames Research Center (ARC)  
ARC Fact Sheets  
Dryden Flight Research Center (DFRC)  
DFRC Fact Sheets  
Glenn Research Center (GRC)  
GRC Fact Sheets  
Goddard Space Flight Center (GSFC)  
Jet Propulsion Laboratory (JPL)  
JPL Fact Sheets  
Johnson Space Center (JSC)  
JSC Fact Sheets  
Visual Communications Lab  
Kennedy Space Center (KSC)  
KSC Fact Sheets  
Langley Research Center (LaRC)  
LaRC Fact Sheets  
Langley Ambassadors Program  
Marshall Space Flight Center (MSFC)  
Welcome to Marshall  
MSFC Fact Sheets  
Stennis Space Center (SSC)  
Welcome to Stennis!  
SSC Fact Sheets

**+ GOVERNING DOCUMENTS**  
The Vision for Space Exploration  
FY07 Budget Request Summary  
A Renewed Spirit of Discovery  
US National Space Policy (2006)  
NASA Authorization Act (2005)  
The NASA Strategic Plan (2006)  
National Aeronautics R&D Policy (2006)  
National Aeronautics and Space Act (1958)

**+ REFERENCE LIBRARY**  
Inside NASA  
NASA Executive Secretariat  
NASA News Summary  
NASA Fact Sheets  
NASA History in Brief  
This Month in Exploration  
NASA Anniversaries  
NASA Missions Event Archive  
JPL's Space Calendar  
Space at the National Academies

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## Metrics





## Metrics

### Why Measure?

- To determine levels of success in meeting key goals
- To more effectively appropriate resources
- To better understand our audiences
- To recognize changing trends and attitudes

### How?

- Quantitative – Data-based measurement of audience trends and attitudes through public opinion surveys
- Qualitative - Exploratory research that uses procedures such as in-depth interviews and focus group interviews to gain key insights into audience attitudes and interests
- Performance Metrics – Goals that are set and measured to achieve specific outcomes

# Strategic Communications Framework Implementation Plan



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## Metrics

### Mechanisms

#### Audiences

Congress

Public

Media

Internal

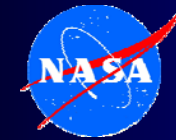
Opinion  
Quantitative/  
Qualitative

News Coverage

Web Analytics

Key Votes

			✓
✓		✓	
	✓		
✓		✓	



### Audiences and Mechanisms

#### Congress

- Track and report Congressional votes on key NASA/space issues

#### General Public

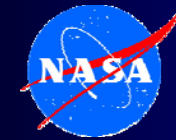
- Survey/polling either annually or on rolling basis
- Focus groups to assess audience attitudes on NASA-related topics and issues
- Web Analytics - use portal to gather critical insights into audience preferences, interests, and website efficacy

#### Media

- Use news coverage to track and measure quality/tone of coverage

#### Internal

- Use surveys on annual basis to track employee attitudes and views
- Web Analytics – Use NASA portal to gather critical insights into employee preferences, interests, and website use for communication activities, such as [communications.nasa.gov](http://communications.nasa.gov)



## Metrics

### External Metrics

#### Congress

- Track and trend key Congressional votes on NASA/space issues

#### General Public

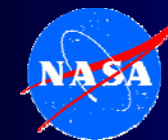
- Through survey and focus groups track annual trend of six key questions:
  - Overall awareness of NASA
  - Favorable impression of NASA
  - Importance of Space Exploration
  - Relevance to public's daily lives
  - Excitement and awareness about Moon mission
  - Excitement and awareness about Mars mission
- Track monthly registered users and visits of MyNASA page and visits to overall NASA portal

#### Media

- Track monthly news coverage of NASA and measure quality/tone of coverage



# Strategic Communications Framework Implementation Plan



Office of Communications Planning

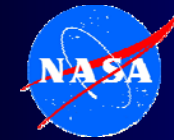
## Metrics

### Internal Metrics

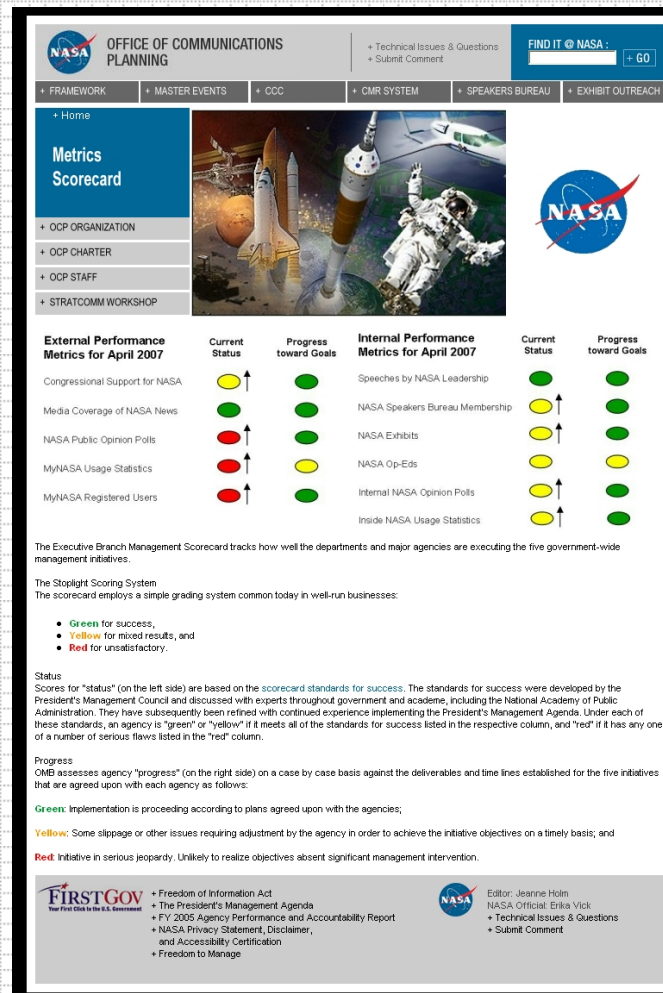
	Performance	Output	Outcome	Goal (from pg. 5)
<b>Speeches by Leadership (A, DA, AA)</b>	4 new venues/ each	Increase # of Speeches	Build awareness and reach new audiences	1, 2, & 3
<b>Speeches (AA, CDs)</b>	2 new venues/ audiences/each	Increase # of Speakers	Build awareness and reach new audiences	1, 2, & 3
<b>Exhibits</b>	4 new venues	Increase # of Visitors	Build awareness and reach new audiences	1, 2, & 3
<b>Op-eds (A Suite, AA, CDs)</b>	2 new Op-eds/ month	Increase # of Op- eds	Build awareness and reach new audiences	1 & 3

# Strategic Communications Framework Implementation Plan

## Metrics Scorecard



Office of Communications Planning





## Appendix

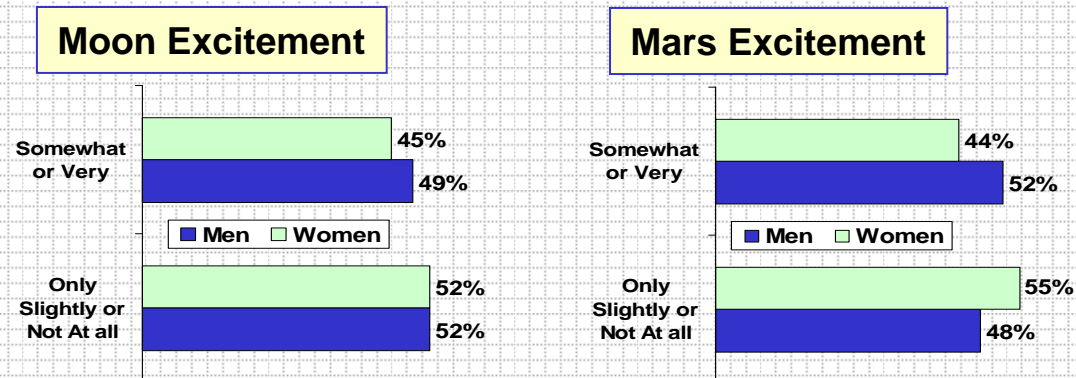
# Strategic Communications Framework Implementation Plan



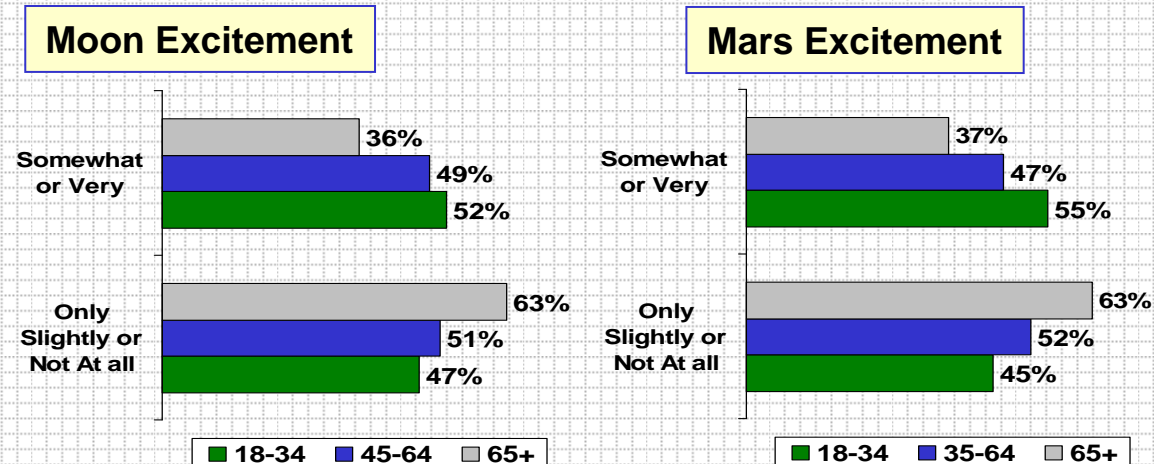
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## Key Metrics By Gender and Age

### Key Metrics By Gender

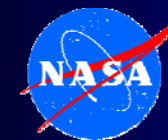


### Key Metrics By Age





# Strategic Communications Framework Implementation Plan



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## Message Architecture

### Key Messages

NASA explores for answers that power our future

#### Science

NASA powers discovery that enables us to learn more about ourselves, our world, and how to manage and protect it.

#### Economic

NASA stimulates the economy and makes America more competitive by creating new jobs, new markets, and new technologies.

#### Security

NASA provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

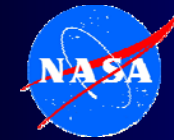
#### Leadership

NASA enables the United States to lead the way toward expanding the boundaries of the last human frontier.

Rev 06-06-07

# Strategic Communications Framework Implementation Plan

## Message Architecture



Office of Communications Planning

### Exploration

NASA explores for answers that power our future

#### Science

Space exploration satisfies our curiosity, advances our knowledge, and answers our fundamental questions about the history of the Earth, the solar system, and the universe.

#### Economic

Space exploration stimulates the economy and makes America more competitive by creating new jobs, new markets, and new technologies.

#### Security

Space exploration provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

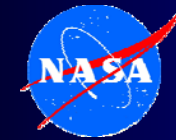
#### Leadership

Going to the Moon and Mars will be a stunning achievement and enduring legacy to future generations of our desire to explore, learn and progress.

Rev 06-06-07

# Strategic Communications Framework Implementation Plan

## Message Architecture



Office of Communications Planning

### Space Operations

NASA explores for answers that power our future

#### Science

Space exploration, including ISS, provides a place to test new technologies and techniques and develop resources for future missions to Mars and beyond.

#### Economic

Space exploration has contributed to numerous new technologies that improve and save lives everyday – heart pumps, biohazard detectors, and water filtration systems are just a few that benefited from NASA's work.

#### Security

Space exploration provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

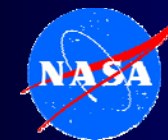
#### Leadership

Space exploration of space enables the United States to lead the way toward expanding the boundaries of the last human frontier.

Rev 06-06-07

# Strategic Communications Framework Implementation Plan

## Message Architecture



Office of Communications Planning

### Science

NASA explores for answers that power our future

#### Science

NASA science satisfies our curiosity, advances our knowledge, and answers our fundamental questions about the history of the Earth, the solar system, and the universe.

#### Economic

NASA science is developing new technologies and capabilities with the potential to benefit billions of people on Earth.

#### Security

NASA science enables us to better understand our solar system and protect Earth through the study of weather and climate change, to monitor the effects of the Sun, and to detect objects that could collide with Earth.

#### Leadership

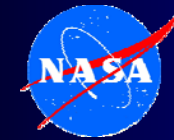
NASA is the global leader in Earth and space science whose excellence in the pursuit of knowledge and discovery continues to shape and define our world.

Rev 06-06-07



# Strategic Communications Framework Implementation Plan

## Message Architecture



Office of Communications Planning

### Aeronautics Research

NASA explores for answers that power our future

#### Science

NASA's aeronautics research provides state-of-the-art research and testing capabilities to improve the Nation's air transportation system, air transportation safety and the performance of future air and space vehicles.

#### Economic

NASA's aeronautics research provides cutting edge innovations that advance and strengthen U.S. military and civilian aviation and aeronautics, and contribute to continued U.S. leadership in the aviation sector.

#### Security

NASA's aeronautics research enhances aviation safety for civilian and military applications as well as space flight.

#### Leadership

NASA's aeronautics research enables continued U.S. leadership in aviation, aeronautics and space exploration through innovation and technological advances.

Rev 06-06-07



## Cross-cutting Functions

### **Education Message**

NASA engages and inspires the public, and encourages students to pursue studies in challenging, high-tech fields.

### **International Message**

NASA exploration provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

### **Commerce Message**

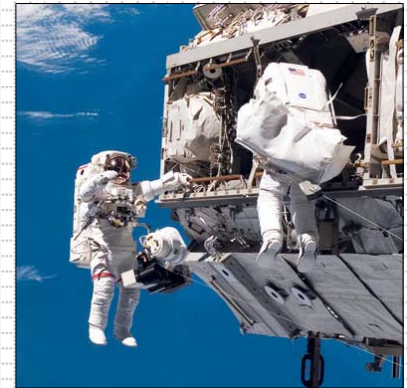
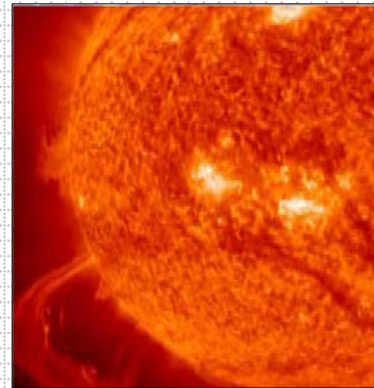
NASA's partnership with commercial enterprise enables new innovations and efficiencies that contribute to the pursuit of knowledge and scientific discovery. We will build a viable and sustained global commercial enterprise in space that will drive economic growth and improve life on Earth.

### **Management Excellence Message**

For less than seven tenths of 1% of the federal budget NASA provides future benefits through technological advancement and scientific discovery. We are aligning our organization and workforce to achieve the Nation's exploration objectives, while building stronger, healthier, and safer communities.



# Strategic Communications Framework Implementation Plan



**Robert Hopkins**  
**Chief of Strategic Communications**  
**Office of Strategic Communications**